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PROMOTIONAL

*Guide*

**NATIONAL  
CIVIL  
DEFENCE  
DAY**



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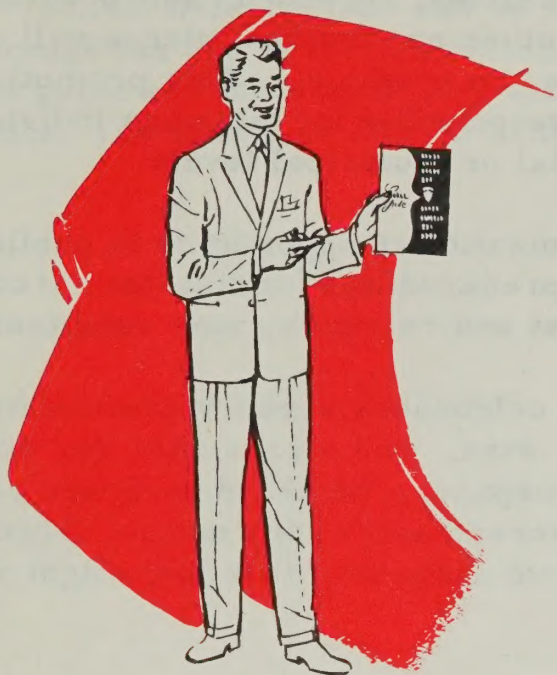
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-58N11

## C O N T E N T S

<u>CHAPTER</u>	<u>PAGE</u>
1. INTRODUCTION	... 1
2. ORGANIZING THE CIVIL DEFENCE DAY OBSERVANCE	... 4
3. SUGGESTED ACTIVITIES	... 8
4. PRESS MEDIA CO-OPERATION	... 12
5. RADIO AND TELEVISION CO-OPERATION	... 15
6. CIVIL DEFENCE SERVICE PROMOTIONS	... 22
7. USE OF PROMOTIONAL MATERIALS	... 28
8. DISPLAYS AND LITERATURE	... 31
9. FILM, DISPLAY AND LITERATURE LISTS	... 34
10. GENERAL SUMMARY	... 37







## CHAPTER 1

# INTRODUCTION

Canada's Provincial Civil Defence Co-ordinators have endorsed unanimously the co-operative action that was taken for Civil Defence Day in 1957. At the last Co-ordinators' Conference, they recommended that this observance be continued in the future as a medium for the education of the general public in the planning and organization of Civil Defence. The second National Civil Defence Day will be held in Canada on Friday, September 19, 1958.

Federal Civil Defence Headquarters, with the co-operation of provincial and municipal Civil Defence organizations, will again endeavour to make Civil Defence Day the promotional highlight of our co-ordinated activities during the coming year.

The purpose of Civil Defence Day is to focus public attention on Civil Defence, with special emphasis being placed on organization and planning. By providing an opportunity for the promotion of public interest in Civil Defence, Civil Defence Day might also be utilized for public demonstrations, exercises, recruiting drives and public indoctrination in specific activities of the general program.

On behalf of Federal Civil Defence Headquarters, the Information Services Division of the Department of National Health and Welfare has been charged with conceiving, designing and producing promotional pieces which will be used in this campaign. Approximately two millions of these pieces will be made available to the offices of the Provincial Civil Defence Co-ordinators for distribution. Specifically, these items will be dealt with in greater length in Chapter 7 of this guide.



Newspaper mats, television and theatre slides, recorded radio programs, newsclips, displays, literature and several other promotional pieces will also be utilized to attract as much public attention as possible. This promotional guide is designed as a handbook for those responsible for planning individual Civil Defence Day activities, at the provincial or municipal levels.

Civil Defence Day will give every organization an opportunity to publicize the progress made in its community towards preparedness for disaster. It could also provide a means for stimulating interest and recruiting new volunteers.

The goal is to have Civil Defence Day celebrated in every community -- urban and rural -- in Canada. Publicity-wise, this means that the words "Civil Defence" should appear in every newspaper, be heard on every radio and viewed on every television and theatre screen across the nation. Through a concentrated, co-ordinated and co-operative program, this goal might well be achieved on September 19.

Federal Civil Defence Headquarters will publicize and promote Civil Defence Day on the national level. Its plans include the preparation and distribution of national press releases, co-ordination with Federal Departments in the use of special Civil Defence Day promotional pieces, obtaining and disseminating Federal Government approval of the program in broad terms with special emphasis being placed on Civil Defence Day.

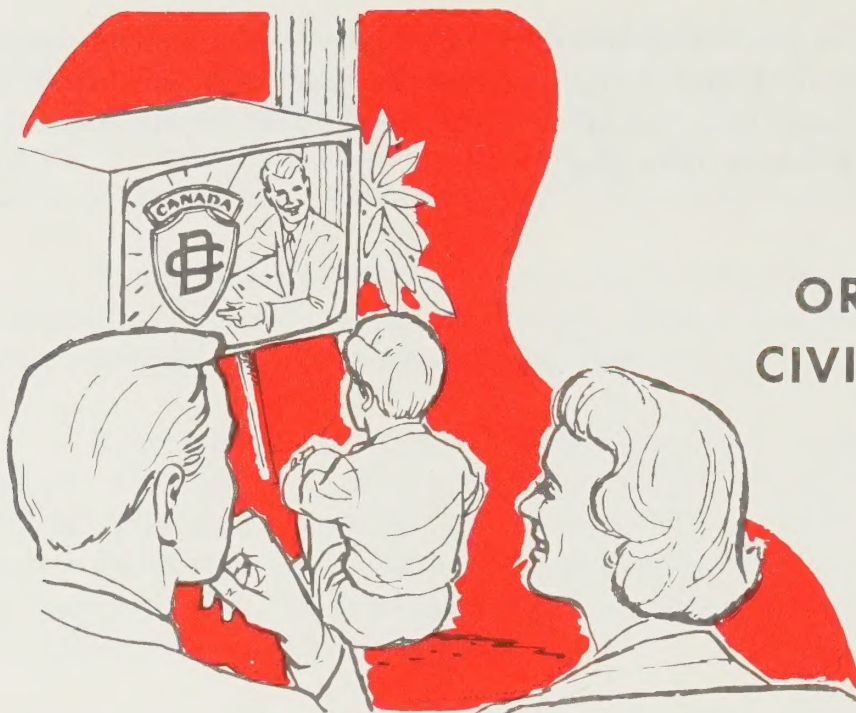
This "Promotional Guide" has been prepared to aid you -- as a Civil Defence officer -- in making Civil Defence Day an outstanding event in your community. (In communities where Civil Defence is not yet organized, it is hoped that those civic leaders who receive this guide will develop this opportunity to create interest in Civil Defence and to stimulate the birth of a local organization.)

No attempt has been made in this guide to direct how you should organize and stage your Civil Defence Day observances. Rather, this is a compilation of proven public relations techniques presented in the hope they can be adapted or modified to meet your community's individual needs. Their development depends entirely upon the staff and facilities of the Civil Defence organization, the equipment available and the extent of training of volunteers and the scope of the Civil Defence Day program in the community.

Additional information and suggestions will be sent to you as ideas for promoting National Civil Defence Day are developed. Information Services Division is available to any provincial organization for advice on the general use of the various promotional materials. A progressive series of news letters will also be produced by this Division covering other Civil Defence Day items such as press releases, speeches and radio and newspaper fillers.

Civil Defence Day can be your city's outstanding event of the year. Through the use of the promotional materials and the suggestions included in this guide and the imaginative and co-operative efforts of your whole organization, you should be able to achieve this goal.





## CHAPTER 2

# ORGANIZING THE CIVIL DEFENCE DAY OBSERVANCE

If Civil Defence Day is to be successful in your community, it must have the enthusiastic co-operation of civic leaders and public-spirited organizations.

Your success as a Civil Defence Director, or a civic-minded citizen, in organizing and staging a Civil Defence Day observance will almost certainly be measured by how well you are able to win the co-operation of established clubs and organizations in helping you to carry the Civil Defence message to every resident of the community. You know your community and its leaders far better than any outsider. Therefore, you know best the pattern to follow in organizing your Civil Defence Day observance.

The primary requisite for getting Civil Defence Day plans under way is the organization of a Civil Defence promotional team, together with the sub-committees whose purpose would be to initiate plans and to supervise and direct the varied programs for Civil Defence Day.

Appointed by the Civil Defence Director, membership of this committee might be comprised of public officials, newspaper, radio and television executives and directors of public-spirited organizations representing veterans, religion, labour, industry, commerce, women, civics, fraternities and youth.

Committee members should endeavour to obtain the active support of the organizations which they represent.

To ensure that the promotional team is properly directed, it is recommended that the Civil Defence Director either serve as chairman or appoint a prominent and energetic civic leader to that post. (Public relations men, promotional experts, Chamber of Commerce officials, newspaper publishers and service club leaders usually have the background and experience required to fill such a post.)



The chairman should be authorized to select an individual of his own choice as co-chairman. The chairman and the co-chairman should appoint the chairmen of the sub-committees in the interest of obtaining complete co-operation and harmony from all committee members.

The following suggestions might act as a guide in planning Civil Defence activities for your community:

- a) Plan a continuous program starting well in advance of Civil Defence Day so that the general public will be educated in the needs and purposes of Civil Defence and their interest aroused in Civil Defence Day.
- b) Plan a special event to mark Civil Defence Day, co-ordinating it with an all-out publicity program so that every man, woman and child in the community will know when and where the event is to take place.
- c) Build the program by first arousing curiosity, and then developing it until every citizen is interested in and looking forward to Civil Defence Day. These "teasers" could be started now by publicly announcing, through your local news media, the members of all committees planning for Civil Defence Day, its objectives and its nation-wide scope.
- d) Keep every Civil Defence volunteer, all committee members and other interested workers advised on all preparations and plans for Civil Defence Day.
- e) Consider a follow-up program after Civil Defence Day which will maintain and further stimulate interest in your Civil Defence organization.

#### PROMOTION TEAM SUB-COMMITTEES

Each sub-committee chairman should recruit members, according to the talents of the individuals, for membership in his committee. These committees might be related to the specialized fields of public relations, news and information, group activities, contests, special events and advertising.

#### PUBLIC RELATIONS

This committee should be directly responsible for co-ordinating the promotional efforts of the various committees for Civil Defence Day. Members should include the best professional public relations people from local industry and information media. The committee should work closely with such other committees as advertising, special events, news and information.



## NEWS AND INFORMATION

The function of this committee should be to collect and disseminate pertinent informational and educational material to stimulate the public to participate in the programs scheduled for Civil Defence Day.

## GROUP ACTIVITY

This committee should be composed of Civil Defence service chiefs, officials and representatives of local organizations. They should arrange to have their own group members and friends sponsor and actively participate as a group in Civil Defence Day programs such as luncheons, demonstrations or exercises, etc.

## CONTESTS

This committee should plan and execute contests such as poster, essay, photo and others deemed feasible.

## SPECIAL EVENTS

This committee should be composed of local public relations men from industry, newspapermen and others with promotional experience. Projects which might be undertaken could include:

- a) Speakers Bureau
- b) Parades
- c) Dinners, luncheons and picnics
- d) Mass meetings
- e) Exhibits and displays,  
(theatre lobbies, store windows, etc.)
- f) Local radio and television programs

## ADVERTISING

This committee should include the advertising manager of each daily and weekly newspaper in the community; also, the program manager of the local radio and television stations, advertising managers of industry, utility companies, transportation companies and representatives of the local Advertising Club. They should capitalize on the aims of Civil Defence, stressing its necessity in times of disaster.

When appointing the members of these suggested committees, do not overlook the ladies. Avail yourself of their interest, their enthusiasm, their willingness to work and their quick and ready response to do anything affecting

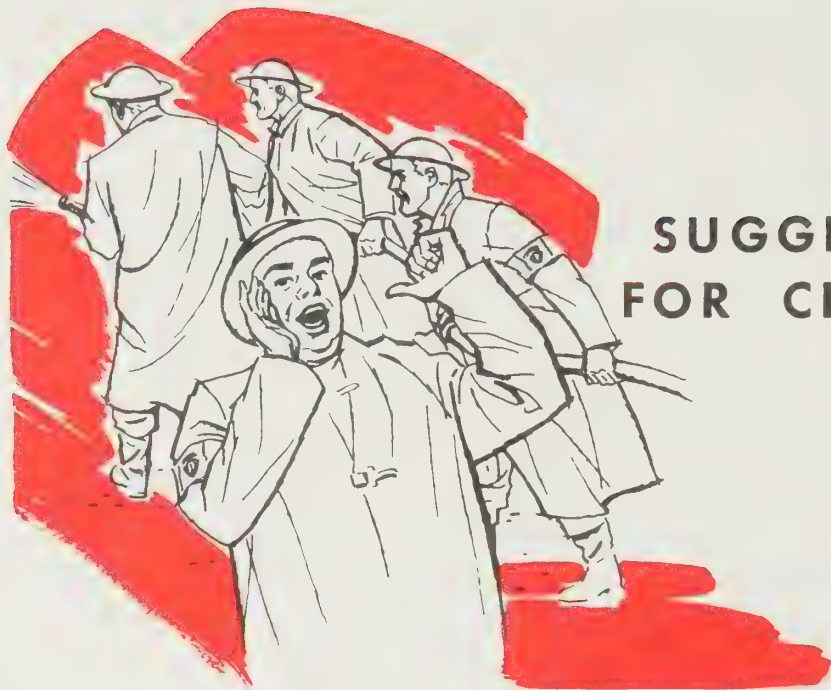


the family and the home. An effort should be made to give women wide representation on all major committees, as well as to organize a special Women's Activities group.

If your Civil Defence organization has a women's advisory or auxiliary committee, it should be integrated into Civil Defence Day planning from the outset. If such a committee does not exist, then Civil Defence Day will provide an ideal opportunity for its organization.

P.S.

The Civil Defence Director's responsibilities for Civil Defence Day will not end on September 19th. It is advisable, therefore, that the Director make it a point to begin immediately to keep a record of all individuals and organizations he has called upon for help and then forward a "Thank You" letter to each one who actively supported and participated in Civil Defence Day. All of us like to know that our efforts are appreciated and a "Thank You" letter provides a simple means of expressing this appreciation. Send the letter immediately after Civil Defence Day. A long delayed "Thank You" often is less appreciated than no "Thank You" at all!



## CHAPTER 3

# SUGGESTED ACTIVITIES FOR CIVIL DEFENCE DAY

Planning your program of activities for Civil Defence Day effectively is of vital importance.

Civil Defence Day will call for varying types of demonstration in the individual communities, depending to a large extent on the size of the community, the strength of the local Civil Defence organization, and the amount of public interest which has been engendered in the Civil Defence program.

You and your fellow workers know best what type and how extensive a Civil Defence Day observance is possible and most effective in your community. A good rule is not to stage more activities than you can stage well. A few well-staged and well-attended activities will make a stronger public impression than a lengthy program of poorly staged and scantily-attended affairs.

There are a number of activities that must be completed before September 19 in order to ensure effective promotion of the day. Some of these activities include:

Reading of the Civil Defence Day proclamation for your city by the Mayor over radio and TV. This could perhaps be scheduled for September 3.

Posters and other notices should have been put up at least a week in advance of September 19, in store windows and lobbies, on plant bulletin boards, lobbies and lunch rooms.

Window displays and exhibits should go up around September 8 and 9.



Remember, if you want to have Civil Defence on the program as an activity for luncheon and dinner club meetings, you must contact the clubs well in advance.

Here are listed specific activities, keyed to the national theme of Civil Defence Day. They are presented in the belief that some of them may be adaptable for use in your community:

Civil Defence sermons in the churches, and on locally-originated religious radio programs. (Possible themes -- Civil Defence as a war deterrent; Civil Defence warden activities as part of the good neighbour role in communities; the welfare role of Civil Defence in preventing suffering due to disaster and caring for disaster victims; the role of the churches in Civil Defence).

Review your community's status in Civil Defence -- its accomplishments, its needs, its goals, and its shortcomings which remain to be corrected. Arrange public meetings, newspaper stories and radio programs in which the public will be given a frank appraisal of the situation in your community.

The "Report to the Community" might be a luncheon meeting given either by the Women's Committee or by the Civil Defence Control Committee. The dignitaries of the community should all be invited with the usual press, TV and radio coverage.

Pamphlets could be distributed the week prior to CD Day on street corners by members of service clubs, or from small tables placed at entrances to department stores, which could be manned by members of the Women's Committee.

If you are ready to train new recruits in one of your Civil Defence services, this would be a good time for the "kick-off" of a membership campaign.

Every teacher and every child should be made aware of the community plan for Civil Defence preparedness and be taught what to do if an emergency arises during school hours. Skits might be prepared by women's organizations to give at school assemblies.

An interest-arousing activity would be to have various classes set up shelters in the basement of schools and stock them with survival items, including radios, reading material, food and water. These shelters and survival equipment could be set up at the start of the week prior to CD Day.

Films and discussion in classes and assemblies.

Speeches and instructions by local CD officials.

Members of the police and fire departments, or of the Civil Defence warden service might be glad to volunteer for Civil Defence talks at the schools.

Where feasible, a special "kids day" program could be arranged, with supervised visits by school children, and other children's groups, to Civil Defence control centres and training centres. First aid, fire-fighting and rescue demonstrations would be an added feature.

Have pamphlets and material distributed to the schools for the children to take home. Possibly a door-to-door distribution of "Civil Defence and Your Life" or other CD literature could be undertaken with the help of school children.

Merchants might be interested in featuring displays of materials and supplies needed for shelter or evacuation survival kits. Preferably these should be completed by September 9.

Publicize Civil Defence by posting notices on Bulletin boards, distributing pamphlets to employees, special displays in lobbies, lunch rooms, etc., and articles in plant or house publications. Such publicity measures must be carried out the week prior to National CD Day.

Arrange a public meeting with your Mayor or other civic officials meeting with top CD officials to map out future plans.

Publicly-voiced approval, support and participation in the local Civil Defence program by leaders of the community will give strength to the continuing plans of Civil Defence.

A Civil Defence preparedness parade would provide an opportunity to show the public generally that something is being done in the community about Civil Defence and to display Civil Defence equipment as well as trained personnel. It would give the volunteer workers an opportunity to demonstrate their organization, thus giving them an added incentive and pride in their accomplishments. It would also create interest among many to volunteer in some services best suited to them.

Mass feeding exhibitions (your restaurants and hotels might co-operate) could be staged. Demonstrations in reception area communities on how auditoriums, churches, etc., would be used to care for people. Fire-fighting, first aid, and radiological monitoring drills or exhibitions might also be held.

You, no doubt, can originate many other activities especially appropriate for your community.



Women's club meetings, school assemblies, or similar gatherings present an opportunity to tell part of the Civil Defence story by means of dramatic skits. Skits also could be used in the presentation of locally produced radio or TV shows.

If you have a Little Theatre group or a dramatic club in your community, members might be interested in writing Civil Defence skits for local presentation. Exploration of this possibility might develop a number of ideas for promoting your Civil Defence Day observance.



## CHAPTER 4

### PRESS MEDIA CO-OPERATION

The success of your Civil Defence Day will be measured by the extent of public participation in your program and the extent to which the residents of your community are impressed with the necessity of Civil Defence preparedness on a personal and community basis.

Civil Defence Day is a means of "selling" Civil Defence to the public. To make this effort a success, you must first "sell" Civil Defence Day through an intensive publicity campaign. The campaign should start well in advance of Civil Defence Day. It may well pay rich dividends in continuing favourable publicity about your Civil Defence activities long after September 19th.

One indispensable medium for the furtherance of your publicity program is the press -- daily and weekly.

Every effort should be made to obtain maximum coverage in all the newspapers in the area. Remember, the newspapers themselves, no matter how cooperative, cannot be expected to keep the Civil Defence story alive during your entire campaign. They will need fresh copy -- new leads, new angles, new approaches -- to warrant each story that they run.

The pertinent sections of this guide offer many ideas for legitimate new breaks, but these can be augmented at the local level by consultation with editors. Once they have been convinced of the public service aspects of Civil Defence Day, it will be found that many editors will volunteer ideas of their own for stories attuned to the policies of their papers.

The first step in obtaining newspaper cooperation is a visit by the Civil Defence Director and his Public Relations Officer to the publishers, managing editors and city editors of all papers in the area. This should be done approximately a month to six weeks before Civil Defence Day. Whether or not any



publicity is released at the first visit must be determined at that time, but publicity so far in advance will be of little help and may take the edge off the first stories on local plans for Civil Defence Day. These should be released three to four weeks before September 19.

Publishers and editors will be more receptive on the first visit if no request for immediate publicity is made. This should be a "talk it over session" which will give the editor an opportunity to plan ahead for Civil Defence Day coverage and describe the types of stories in which his paper will be interested.

Remember that publishers and editors are busy people. Be prepared to provide them with a brief but explicit account of Civil Defence Day so that they will have a thorough knowledge of what it is, its aims and objectives, and your local observance plans.

Be sure that all stories are distributed at the same time to all daily newspapers. Where there are both morning and afternoon newspapers, you should alternate important announcements between them. Make one story a morning release, the next an afternoon release, but provide copies of all releases to all papers. As a rule, the wire services (Canadian Press, British United Press) will not be interested in stories of a purely local nature. If you develop a story of provincial-wide or regional interest, or plan some unusual observance or demonstration with feature story possibilities, offer it to the wire services or their correspondents in your city.

Releases to newspapers and wire services should be individually typed and double-spaced. Write on only one side of the paper.

Provide all the cooperation required by reporters assigned to the Civil Defence Day story. Remember that the length -- and reader-interest value -- of their stories will depend, to large measure, on the amount of newsworthy material you supply. Do not promise to provide special stories to newspapers unless you are positive they can be supplied.

Photographs are of prime importance in publicizing Civil Defence Day and the possibility of arranging events of natural photographic interest should not be overlooked.

Editors, of course, are interested in fresh pictures of local interest. It is advisable to set up, for the benefit of newspaper photographers and other media, as many different varieties of shots as is possible.

Special thought should be given to arranging Civil Defence Day observances of photographic interest -- parades, first aid, rescue or fire-fighting demonstrations, etc.

There are many other possibilities for newsworthy shots. Some of these are:

Issuance of Mayoral proclamation.

Shots of contest winners and awarding of prizes.

Group shots of committees and planning-meetings.

CD Director or other notables placing CD posters or cards in public places.

Television stations will be interested in stills and motion picture footage of newsworthy Civil Defence Day advance activities and the local observance of the day. They will be especially interested in unusual activities.

Be sure pictures are made available without undue delay. Television stations cannot afford to have crews standing by, since the expense is great. Photos furnished for television use should be of a dull finish.

When possible, it may be advantageous to have your own photographer. In this way, you will be able to service newspapers which are unable to assign their own photographers.

Be sure to engage a photographer who has newspaper experience and facilities for rapid developing and printing of quantity photos. Consult with the picture editors of the papers. They are the best sources for obtaining competent help.

In providing photographs do not overlook weekly newspapers, company papers and local trade and business periodicals.





## CHAPTER 5

# RADIO AND TELEVISION CO-OPERATION

The importance of radio and television in publicizing Civil Defence Day is readily apparent. As in the case of the press, the success of any efforts in this direction will depend, mainly, on how well the case for Civil Defence Day is presented and the interest evoked by the ideas and suggestions for shows.

An early visit by the Civil Defence Director, his Public Relations Officer and/or the chairman of his Radio and TV committee, should be made to station managers, program directors, news and special events men and individual program conductors. (And don't overlook the disc jockeys. They are a wonderful source of publicity.)

Discuss every possibility that will lend itself to radio and television treatment. Wherever possible, try to arrange remote broadcasts of outstanding features of your Civil Defence Day observance.

Where remote broadcasts cannot be arranged -- or in addition to them -- efforts should be made to arrange studio programs through stock Civil Defence films and live programs such as talks, interviews or Civil Defence forums.

In approaching radio or television stations for public service time, it is wise to make the initial contact a month or six weeks in advance of the dates desired. Arrange for a personal appointment with the manager and/or program manager. When meeting these people, have the script or plans written out in as much detail as possible. Know what you want. Too many people approach station managers every day with requests for free time and they expect the station to "build a program out of thin air." Most stations have neither facilities nor personnel for this type of work.

If you plan to use scripts, have sufficient copies available to give to the station for their production needs. The station may not be able to confirm the exact time of broadcast at the time of your initial visit. However, you will undoubtedly be told whether or not the show can be used. Arrangements will be made later as to the exact time of the broadcast, rehearsal, and possibly tape recording of the program in advance.

For something as important as Civil Defence, it is very possible the stations in your area will cooperate in what is called a "Saturation Campaign." This means, briefly, that CD program material will be integrated into a number of programs during the week. By the use of spot announcements and possibly several brief appearances by CD people spotted at various times of the day during the week, you can reach virtually all age and type listening groups. Examples of this "beam" technique would include participation in programs aimed at women; in programs aimed at men; at youth; at the whole family as a group. Each implies using CD material of interest to these specific groups rather than something of a broad general nature. Program managers can give excellent advice in this area.

Panel interview programs can be used on TV. However, it is poor television when the participants merely sit and read from a prepared script. It is better to use the technique generally known as "rehearsed ad lib." Actually, speech is off-the-cuff; however, through rehearsal a number of questions are decided upon. Conversely, the person being asked the questions will have had a chance to think out the answers and to be more fluent. In essence, it is like speaking from a note-outline rather than full script. For some reason, a TV panel interview sustains interest more easily when three or four people are participating. They can represent different phases of the CD program and organization.

Extremely important in television production is the use of visual material. Cartoons, charts, maps, etc., can be used to emphasize and create interest. But consideration must be given as to how well they will reproduce through a camera system. Here again, the station can give advice.

There is a major difference in the mechanical handling of visual material. Some, such as charts and maps, are used "live" in the studio and have the advantage of allowing the speakers to handle them. This is usually an excellent way of lessening tension because it gives a person something to do with his hands. Others, such as slides and telops, are put on the air from the film projection room. They are equally useful and function as title material, etc., which does not need to be handled as a prop. Both types can and should be used whenever pertinent.



CD posters already available can frequently be used to "dress" a television setting. If used, however, they should be referred to in the program and not left unidentified.

Your local TV -- and radio -- men can be of far more aid to you than any information, suggestions or directives that might be reproduced here. Really interest them in Civil Defence and Civil Defence Day and they will make your radio-TV promotional program a success.

Following are samples for a Civil Defence Day proclamation, a news media announcement about the proclamation, articles on the formation of the CD Day committees and a release on the objectives of the observance.

Additional press releases, newspaper fillers and radio flashes for Civil Defence Day will be distributed by Information Services at a later date.

SAMPLE PROCLAMATION

WHEREAS, the maintenance of peace and, as an alternative personal and national survival in the event of enemy attack are of paramount interest to the citizens of (City) ....., and

WHEREAS, the existence of a strong and efficient Civil Defence is recognized as a means of attaining these goals, and

WHEREAS the Government of Canada has called upon the nation to observe the day of September 19 as Civil Defence Day as a means of developing an awareness of the need for general participation in Civil Defence,

NOW, THEREFORE, I (Name) ....., Mayor of the City of (City) ..... do hereby proclaim the aforementioned day in ..... and urge the residents of ..... to participate in the observance of this day.

IN WITNESS WHEREOF I have hereunto set my hand and caused the Seal of the City of ..... to be affixed this ..... day of ....., 1958.

(SEAL)

.....  
MAYOR



## SAMPLE STORY ON MAYOR'S PROCLAMATION

Citizens of (City) ..... were urged today by Mayor (Name) ..... to participate in the national observance of Civil Defence Day, September 19.

Mayor (Name) ..... issued an official proclamation setting this date as (City's) ..... Civil Defence Day and calling for support of plans for local observance of the day.

The program for (City) ..... 's activities during Civil Defence Day is being drawn up by Civil Defence Director (Name) ..... and (Name) ..... who was selected at a meeting of local clubs and organizations as Civil Defence Day Committee Chairman.

(Add additional local details, and if desired the text of the proclamation.)

## SAMPLE RELEASE ON ANNOUNCEMENT OF PLANS

Chairman (Name) ..... of (City) ..... 's National Civil Defence Day committee announced plans today for (City) ..... 's participation in the national observance of the day.

Civil Defence Day is scheduled for September 19. More than (number) ..... of (City) ..... 's clubs and organizations responded to the call of Civil Defence Director (Name) ..... and agreed to take an active part in the planning for and observance of Civil Defence Day.

The local program for Civil Defence Day will include (Fill in details)  
.....  
.....  
.....

## SAMPLE RELEASE ON COMMITTEE ORGANIZATION

(Person's name) ..... of (business or organization) ..... was named today as chairman of (City's) ..... National Civil Defence Day Committee.

(Name) ..... was selected by a group of representatives of (City's) ..... clubs and organizations called together by Civil Defence Director (Name) ..... to discuss plans for the community's participation in the national observance of Civil Defence Day, September 19.

Director (Name) ..... told the meeting of national plans for Civil Defence Day and asked the co-operation of all local clubs and organizations in arranging for a local observance of the day.

Organizations agreeing to take part in the observance include (Names) .....  
.....  
.....

(Add additional details of meeting)

## SAMPLE "FIRST" ANNOUNCEMENT

Civil Defence Director (Name) ..... today called on the citizens of (City) ..... to cooperate in arranging for a local celebration of National Civil Defence Day to be observed on September 19. "The Government of Canada has urged that every community and every citizen in the land develop a Civil Defence plan to meet disaster, either national or natural" said Director (Name) .....  
.....

"Civil Defence Day has been planned to help develop this preparedness, by educating the public to the importance of a strong Civil Defence organization and stimulating interest in Civil Defence activity and training. Our community, like every other community in the nation, has a definite need for a strong Civil Defence organization, ready to meet any emergency. I am sure that our city officials and our civic leaders will join with me in planning a local program for our Civil Defence observance."

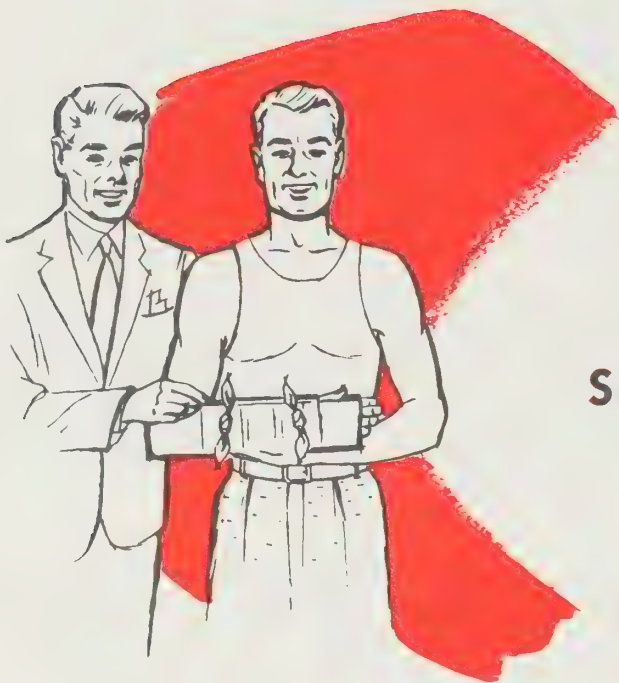


The Civil Defence Director stressed the fact that Civil Defence is something far beyond the mere preparing for an enemy attack, which everyone hopes will never come. He pointed out that Civil Defence organizations play an important role in natural disasters and that the existence of a well-trained Civil Defence organization can make a community ready to cope with any emergency.

"The need for Civil Defence was demonstrated in an impressive manner during the Hurricane Hazel floods in 1954 and other disasters," (Name) ..... said. Certainly no one can dispute the value of every community having a well trained disaster unit. I hope that Civil Defence Day will stimulate interest in our community and make it possible for us to strengthen our preparedness."

The Civil Defence Director pointed out that Civil Defence is, in reality, only an extension of self-protection on the individual level. "Civil Defence is a very personal thing," said (Name) ..... "The first step in Civil Defence is to convince individuals of the need for training in self-protection and family protection. Family protection is extended to neighbourhood and community protection through Civil Defence and finally is projected into national preparedness to meet any conceivable emergency."

Plans for (City) ..... 's observance of Civil Defence Day are still in the formulative stage, but Director (Name) ..... indicated that he expected to have the cooperation of numerous civic organizations and hoped to have an announcement soon on the nature of the observance.



## CHAPTER 6

# CIVIL DEFENCE SERVICE PROMOTIONS

Not only can general Civil Defence promotions be staged for Civil Defence Day, but each of the individual Services within the organization can be used as a focal point for specific demonstrations and exercises. The reception or emergency feeding aspects of the Health Services, outdoor demonstrations highlighting rescue, a combined headquarters and communications exercise, or even an evacuation exercise embracing all Services are natural Civil Defence Day promotions.

Included in this chapter are suggestions for the promotion of individual Services within Civil Defence. These are by no means complete, but should only be used as a guide for the director planning his Civil Defence Day observance.

The scale and extent of the promotion will depend entirely upon the equipment and personnel available. Remember again, that a poor demonstration is worse than none at all.

You might consider these ideas relating to the following Civil Defence Services:

### HEALTH SERVICES

#### Demonstrations

- ... Arrange for First Aid and Home Nursing Demonstrations by personnel of St. John Ambulance, Red Cross and Civil Defence Home Nursing Auxiliaries, held either jointly or separately. Locale for these should be in public buildings, Y.M.C.A. auditoriums, the market place, the



armoury or theatre foyer. A loud speaker system over which the co-ordinator could give a running commentary on the various aspects of the exercise and explain generally the purpose of Civil Defence Day would be an asset.

- ... An Advance Treatment Centre layout and demonstration using simulated casualties would create considerable spectator interest. This could be limited to an adult audience, and thereby pointing out the extent and seriousness of the subject.

### Hospitals

- ... If a test evacuation of simulated patients is planned from a local hospital, endeavour to have the test timed to fit in with your promotional program. Elements from police, welfare, transportation and communication could assist during the evacuation.
- ... Hospital disaster studies might also be considered.

### Drug Stores

- ... Displays of medical supplies and first aid kits required for disaster could be exhibited prominently in show windows. Pictures of local first aid teams, properly labelled, would form an interesting background.

### Casualty Evacuation

- ... If planned, utilize the equipment necessary for vehicle conversion for the transportation of stretcher patients.

## RESCUE AND FIRE SERVICES

### Rescue Pack Boards

- ... Good display positions are theatre foyers, civic buildings and hotel lobbies.
- ... Roped off enclosures in a Super-Market parking area is suggested for a Friday night outdoor demonstration.
- ... If a static exhibition is set up in a store window, identify each item by small tickets pasted on window glass with coloured strings running from the ticket to the part.

- ... Interest the local T.V. station in a studio interview of a rescue team member explaining uses of equipment, knot tying and lashing techniques using the pack boards as part of this visual presentation.

### Rescue Team Demonstrations

- ... Old buildings slated for demolition make good back drops for live demonstrations.
- ... When choosing a demonstration site, consider pedestrian flow and spectator vantage points.
- ... Lowering casualties by stretcher from city hall, school buildings or fire halls create considerable spectator interest.
- ... If scheduling a display for night-time, use the flood lights from rescue equipment for spot-lighting.
- ... If available, circulate a public address vehicle around the city to announce time and place of all demonstrations.
- ... If rehearsals are necessary, choose a time best suited for coverage by local press, radio and T.V. for particular action and human interest angles.
- ... Enlist the support of the mayor or other prominent citizens to act as volunteers for stretcher patients.

### Fire

- ... Demonstrate the Civil Defence fire pumper at fall fairs on dates preceding Civil Defence Day.
- ... Site the fire pumper in a downtown area and man with volunteer personnel, if possible.
- ... Have a water pumping display in town parks.
- ... Arrange demonstrations to tie in with any rescue team display or exhibition.
- ... Use pumper as speaker's platform if Mayor or other civic official is to publically declare Civil Defence Day.
- ... Arrange for a mutual aid demonstration with neighbouring Fire Services of the Civil Defence organizations.



- ... Where applicable, have a hose-laying demonstration pointing out the advantages of the standardization of hose couplings, provincial and international.

### Welfare Service

- ... Have outdoor cooking demonstrations using the Cross-Fire Trench, Soyer Boiler, Hot Plate and any other available equipment.
- ... Plan a fire-making contest by supplying each contestant with an equal number of matches, fuel (sticks) and bricks. The winner would be the first one who can build a fire place and bring a quart can of water to the boiling point.
- ... Hold a guessing contest on the Survival Kit starting about a week prior to Civil Defence Day. Contestants could list their ideas for items to be included in a Survival Kit. On Civil Defence Day place the display and Survival Kit items in a prominent store window and the entry list closest to the Civil Defence list would be the winner. The following items are suggested for such a kit: kleenex; safety matches; cigarettes; candles; flashlight and spare batteries; first aid kit; blanket and blanket pins; battery radio; soap, towels; infant and invalid care items (as required); sweater; pair of heavy socks; old newspapers; special personal medicines; sanitation supplies; cover-all type of clothing; garbage pail; liquid javex; hammer; axe; shovel; Boy Scout whistle; tooth brush; comb; razor; reading material; playing cards; games for children.
- ... Arrange for window display space for following suggested list of Family Emergency Supplies for seven days:

Water: 2 gallons of water for each member of the family, 3 gallons for each child under 3 years. (In clean fuel cans, Jerry cans or large glass jars).

Dinner Items: Meat, cheese, fish (canned), corned beef, beef and gravy, luncheon meats, baked beans, cheese (in jar).

Canned and Dehydrated Soups: Tomato, bean, pea, vegetable.

Infant Foods: Meat and vegetable soups: baby cereal, assorted strained fruit.

Milk and Beverages: Evaporated or dried skim milk, powdered cream, tea bags, instant coffee, instant chocolate powder.

Cereals, Biscuits, Candy: Packaged cereals (sealed in wax bag in or out of package), crackers, graham wafers, date and nut bread (canned), cookies, hard candy, gum.

Canned Juices, Fruits and Vegetables: Apple juice, orange juice, grapefruit juice, tomato juice, lemon juice, peaches, pears, tomatoes, green beans, peas.

Other Foods: Peanut butter (in cans), jam, syrup, molasses, jelly, catsup or chili sauce, pickles, sugar, salt and pepper.

Miscellaneous Items: Can opener, paper cups, spoons and knife.

## COMMUNICATIONS SERVICE

### Amateur Radio

- ... If mobile amateur sets are available, spot the cars around the city and have an interchange of Civil Defence messages between the control station and the cars. Have the cars colourfully labelled to attract public attention.
- ... Use town maps to indicate the location of stations on the radio net. Set these up in store windows, Civil Defence Headquarters or other public places.
- ... Construct a typical "Ham Shack" in a store window. Use a store dummy as an operator and identify the equipment with cards.
- ... Radio clubs with mobile stations can demonstrate their equipment to the public by siting the vehicles near a busy street corner in the downtown area or wherever an accessible area is available.
- ... Portable Civil Defence two-metre and six-metre equipment can be demonstrated by placing stations at either end of a park or wherever visibility is possible between stations. Allow the public to talk to friends at the other station.
- ... Borrow some low-cost receiver, transmitter and V.F.O. equipment and set up a window display with cost cards to indicate the relatively small outlay required to establish an amateur radio station for Civil Defence.



## Sirens

- ... If Civil Defence sirens are installed, arrange for them to be sounded at specified times on the morning, afternoon and evening of September 19 and announce the reason through municipal proclamation and local news items.
- ... Arrange for a hook-up to the Mayor's office and have him officially start Civil Defence Day by pressing the siren button. This would make a good newspaper photo.
- ... Arrange for telephone calls to be received from citizens and plot the calls received to establish the siren's range pattern for Civil Defence use.



## CHAPTER 7

# USE OF PROMOTIONAL MATERIALS

Nearly two million pieces of promotional materials for National Civil Defence Day are being produced by Information Services Division for Canada's provincial Civil Defence co-ordinators. Specific quantities are being allotted each province and all material will be made available free of charge. A total of eight different promotional pieces have been designed, each suited to a particular phase of public education. All stress National Civil Defence Day and promote the theme "Support Your Civil Defence Organization".

At the suggestion of your provincial co-ordinator, these materials are being shipped in bulk from this Division to the provincial headquarters. Subsequently, they will be allocated to the Civil Defence organizations in the province taking part in National Civil Defence Day, quantities depending on the extent of participation. No doubt you have already seen the promotional materials catalogue which shows each of the pieces in colour and suggests how they might be specifically used. In order that this information will be readily available, included is a list of the promotional pieces with the suggestions how they might be distributed so that your Civil Defence program will obtain a maximum amount of publicity.

All the preliminary planning that you make regarding Civil Defence Day should bear fruit when you start your distribution of these promotional pieces. The organizations that offer their help could be used as distribution agencies for various pieces, firms with monthly billing will be an outlet for the envelope stuffers, and civic groups should not be overlooked in this most important aspect of Civil Defence promotion.

### Promotional Materials

#### Posters

### Suggested Distribution

For use in offices, Post Office lobbies, assembly centres and for general display.



<u>Promotional Materials</u>	<u>Suggested Distribution</u>
Easel Cards	For use in stores, offices, restaurants and shopping centres.
Window Streamers	For use in store windows and on plate glass doors. Gummed edges allow for easy mounting.
Restaurant Place Mats	To be used in restaurants, hotel dining rooms, cafeterias and similar public eating places.
Envelope Stuffers	To be used in telephone and hydro bills as well as club notices, general correspondence, government and business mailing.
Bookmarks	For distribution through private and public lending libraries, book stores, service clubs and schools.
Gummed Stickers	For use on all correspondence, letterheads and envelopes originating from Civil Defence Headquarters commencing one month before National Civil Defence Day.
Dodgers	For distribution by milkmen, bakers, Boy Scouts. For use in laundry bags, in mail boxes and inserted under doors.
CD Displays	Any displays in the Civil Defence Display Catalogue will be made available to provincial or municipal organizations for the promotion of National Civil Defence Day. The displays should be ordered through regular channels, with alternate preferences listed.
CD Literature	The usual promotional pamphlets made available by Federal Civil Defence may be used for National Civil Defence Day.
CD Films	Prints of approved Civil Defence films can be obtained from provincial or federal libraries. A limited number of 35 mm. prints of approved Canadian Civil Defence films are available from Information Services for theatre use.

All the above materials are designed for specific purposes. Use them to their best advantage and your Civil Defence Day campaign should be most successful. In addition shopping bags, pennants, schoolbook covers and calendar blotters are also available, financed partially by the province under the Financial Assistance Program, if desired by the Provincial Co-Ordinator. These items are not included on the federal "free-issue" list.



## CHAPTER 8

# DISPLAY AND LITERATURE

Your Civil Defence Day goal will be to bring Civil Defence to the direct attention of every man, woman, and child in your community.

This can be accomplished only by a so-called "saturation" publicity and promotion program, using every available medium and every possible means of calling attention to Civil Defence Day activities.

The newspaper, radio, TV, motion pictures, magazines, posters, outdoor advertising, meetings, speeches, etc., all are important weapons in laying down a barrage of Civil Defence publicity. None of them, alone, can reach every individual. Make use of them all, as intensively as possible.

But do not feel that your planning is complete when you have thoroughly exhausted the means for using these media. There are two additional fields which can be used with great effectiveness -- public displays and promotional activities. Use them to the utmost. In most cases they are economical and can reach mass audiences.

Arrangements can be made with many department stores, utility companies, or others who send out monthly statements, to include a small Civil Defence pamphlet within the envelope with their invoice. Such widespread coverage is possible if the Civil Defence director takes the time to personally visit the proper store, industry or organization executive and "sell" the idea that this contribution to the Civil Defence Day program would be a public service for the good of the community.

Civil Defence displays in store windows and public places are an excellent means of attaining your goal of making every resident Civil Defence Day conscious.



There are a number of excellent cooperative tie-ups in connection with Civil Defence Day that can be worked in every local level with good results and cooperation. If properly approached, and diplomatically handled, the idea can be sold that the display is sponsored in the public interest and is to create additional information about Civil Defence. Here are some possible locations, with suggestions for displays:

Department and clothing stores: All kinds of window displays, posters. Make use of outdoor type clothing, boots, jackets. Tie in armbands, helmets on store manikins. The effect of this will usually be limited only by your courage and imagination and that of the store management and display manager. Give suggestions and not only be willing but actually supply items requested such as photographs, posters, helmets, first aid and rescue equipment, etc.

Book and stationery stores: Civil Defence posters, publications, photographs, Philip Wylie novel "Tomorrow" .... also "The Long Night", "We of Nagasaki," and "Hiroshima Diary" will supply good backgrounds and can also be helpful in promoting interest in these books. In addition to this .... books on first aid, camping, outdoor books, etc.

Drug and prescription stores: First aid and rescue equipment, photographs, Civil Defence posters, emphasis on preparedness for natural disasters, and stockpiling for the home. Home nursing photographs, posters and publications and certain basic equipment on display.

Lumber and hardware stores: Stress natural disasters and preparedness, Civil Defence posters. Rescue tools and equipment. Ropes, shovels, crowbars, picks, flashlights, electric lanterns, thermos jugs, water containers, metal food containers and 101 items that can be tied in to make an interesting and instructive Civil Defence display.

Sporting goods stores: This has a variety of angles. Many good tie-ups can be arranged and interestingly displayed because of the wide latitude of items in stock. Such items include outdoor sporting clothes and shoes, electric lanterns, flashlights, thermos jugs and large water containers, camping and outdoor equipment, portable stoves, pressure lamps and lanterns, tents, tarpaulins, guns, ammunition, knives, hatchets, and axes, sleeping bags, heavy woolen blankets. Most of this stock lends itself to a "rugged self preservation" theme. Most if not all of this equipment can be carried in the trunk and back seat of the ordinary car .... so all CD photographs which come in for outdoor sequences such as floods, storms, hurricanes can be adequately tied in with the equipment .... for window backgrounds. Promotion possibilities are unlimited .... camping utensils and camping plates, knives, forks, spoons .... in small and large units .... compact and ever available.

Camera and photographic supply stores: Considerable opportunity for promotion and because of the use of CD photographs would lend itself to good window tie-in. All provincial CD officers, city and zone CD offices, local newspapers and TV stations have been accumulating increased numbers of photographs over the past several years, as natural disasters and CD exercises have occurred. Check all sources for an ample supply of photographs. Also check professional photographers .... many have extensive files of negatives.

Grocery - food stores - super-markets: Excellent tie-ups for the evacuation pack. Many articles of actual food can be arranged in and around your CD posters, photographs and displays. Usually, you will find available..... display persons within each store who are adept with the brush and speed ball pen for small explanatory signs which might be needed. This particular facet should be one of the best displays .... due to the opportunity for showing to thousands upon thousands of persons. Work with store manager and display and promotion managers.

Barber and beauty shops: Due to the large number of persons -- a real cross section of the community -- who spend considerable amounts of time in these establishments, they are excellent possibilities for photographic and poster displays. Be certain that a quantity of CD literature is available on the reading tables.

Public places: Every community has its public places, where in the course of a day or a week literally thousands of people are in and out, back and forth. While there might be considerable duplication of people, they are seeing and should absorb and be impressed as an idea is presented and brought to their attention a number of times. Special attention should be given the proper location and the arrangement of posters, bulletins, and photographs lending themselves to Civil Defence information. Small items of equipment should not be used, unless under glass, since they might tempt souvenir collectors. Such public places are post offices, government buildings, city halls, county court houses, bus stations, streetcars and bus terminals, railroad stations, utility company offices, banks and savings and loan associations, insurance and bonding companies, airports, public libraries, school offices and auditoriums, TV, radio and newspaper lobbies and lounges, military installations, officers and enlisted men's clubs and YMCA's and YWCA lobbies.

Almost all these units have bulletin boards -- many of them under glass. Most of them also have ample room for display panels and posters. If the proper contacts are made, you almost certainly will find excellent cooperation for Civil Defence Day. Such places as these usually are anxious to cooperate in any public service.



## CHAPTER 9

# FILM, DISPLAY AND LITERATURE LISTS

### CIVIL DEFENCE FILMS

Unless otherwise specified, 16 mm. prints of the films listed below are available in black and white from the offices or film libraries of the provincial Civil Defence organizations. These films are particularly suited for National Civil Defence Day promotion.

<u>Title</u>	<u>Running Time</u>
Big Men in Small Boats (colour)	14 min.
Crisis (FCD HQ)	15 min.
Escape Route	14 min.
First Aid For Air Crew (colour)	28 min.
Flash of Darkness	25 min.
Flowers or Ashes	14 min.
The H-Bomb	22 min.
The House in the Middle	10 min.
Let's Face It	14 min.
New Family in Town (FCD HQ)	14 min.
Operation Cue (colour)	13 min.
Operation Doorstep	11 min.
Operation Lifesaver	20 min.
Operation Welcome	8 min.
Rescue Party	30 min.
Time of Disaster	10 min.
The Waking Point	20 min.

35 mm. prints of Operation Lifesaver, Frontlines of Freedom and Rescue Party are available from Information Services for theatre use.



## CIVIL DEFENCE DISPLAYS

The following displays are available from Information Services for Civil Defence use in conjunction with exhibitions, conferences, public meetings, service exercises and similar promotions planned for September 19.

<u>No.</u>	<u>Name</u>	<u>Dimensions</u>
1	Health Services	30' x 8'
2	Welfare	30' x 8'
3	H-Bomb	20' x 8'
4	Flood, Fire and Tornado	30' x 8'
5	On Guard Industry	20' x 8'
6	Movie Projector	20' x 8'
7	Flood	10' x 8'
8	Disaster	10' x 8'
9	Federal Services	30' x 8'
10	Table Model	9' x 9'
11	Rescue	20' x 8'
12	Home Defence	15' x 8'
13	Tornado	15' x 8'
14	Natural Disaster	15' x 8'
15	Fires in the Home	30' x 8'
16	Fallout, Refuge and Dispersal	30' x 8'
17	Fallout	10' x 8'
18	Refuge	10' x 8'
19	Dispersal	10' x 8'
20	Trained Hands	10' x 8'
21	Support Civil Defence	10' x 8'
22	Civil Defence Health Services	10' x 8'
23	Civil Defence Welfare Services	10' x 8'
24	Home Nursing and Civil Defence	10' x 8'

## WINDOW DISPLAYS

1	Rescue and Fire Services	3' x 2'
2	Health and Welfare	3' x 4'
3	General Civil Defence	3' x 2'
4	Civil Defence College	3' x 4'

Any of these displays can be ordered from Information Services through the offices of the Provincial Co-ordinator. With the exception of the window displays, of which there are four of each design, only one unit is available.

## CIVIL DEFENCE LITERATURE

The following Civil Defence literature is suggested for promotional use during National Civil Defence Day. All of these have been supplied in quantity to the offices of the Provincial Co-ordinators and each, with the exception of "Tell The Public" and "The Speaker's Kit" is available in French or English.

Civil Defence Supplement # 33  
H-Bomb and Civil Defence  
Prepare For Emergencies  
Tell The Public

Civil Defence and Your Life  
Know The Dangers  
Speaker's Kit  
What Is Civil Defence

Who Is Responsible for Civil Defence  
Your Survival in an H-Bomb War -- In a Target Area  
Your Survival in an H-Bomb War -- Not In a Target Area  
Your Evacuation Pack

## POSTERS

Bea Alerte Series (4 different posters)  
Justin Case Series (4 different posters)  
Trained Hands Series (5 different posters)





## CHAPTER 10

### GENERAL SUMMARY

The preceding chapters of this Civil Defence Day Promotional Guide have outlined various ways and techniques of creating a fuller public awareness towards Civil Defence in your community. Each chapter, dealing with a specific phase of Civil Defence promotion, has endeavoured to assist the local Director in the planning and execution of his Civil Defence Day program.

The suggestions contained herein are by no means complete, nor are they rigid. Each idea can be taken for what it is worth and enlarged upon if capabilities and manpower of the local Civil Defence organization are geared to present a fuller and more comprehensive Civil Defence Day program. The techniques suggested are already proven public relations promotions and in many instances were found to be very successful in the 1957 observance.

Whatever the program, it must have the enthusiastic co-operation of all Civil Defence volunteers, civic leaders and public-spirited groups, so that the Civil Defence message will reach every resident in the community.

Every business establishment, office, bank, brokerage firm and merchant in your community is a potential outlet for Civil Defence Day promotion. Representation from each organization or public-spirited group can be included on your Civil Defence Day promotion team. Each member of your Civil Defence organization should be vitally interested in and included in your Civil Defence Day programming. Through this combined co-ordination and co-operation, the Civil Defence Day program in your community should either surpass your efforts of 1957 or be the most successful campaign that has ever been held in your city.

One of the most important factors in the entire Civil Defence Day promotion is to guard against reaching an anti-climax in your Civil Defence Day promotion. Too many campaigns have been ruined because they were "dragged



out" too long so that the public became immune to the message and ignored the actual climax. Gauge your program so that the build-up will reach its peak on September 19.

Besides the promotional materials outlined in Chapter 7, Information Services Division will also make available to the offices of the Provincial Coordinators newspaper mats, theatre and television slides, newsclips, recorded radio programs, Civil Defence literature and other specialized pieces designed specifically for Civil Defence Day promotion. Provincial quantities will be based on a percentage of existing outlets. A series of Civil Defence Day speeches, news releases, radio flashes and newspaper fillers will also be issued by the Division.

Individual initiative and organizational planning can capitalize on the Civil Defence Day suggestions contained in this promotional guide. No matter how these ideas and promotional pieces are used, the main objective is to utilize every piece of material that is being made available so that the fullest amount of publicity will be given to Civil Defence before and during the week of National Civil Defence Day. If we do this, then our goal will be reached and thousands of Canada's citizens will become better acquainted with and know more about the Civil Defence program of this country.

Support your Civil Defence organization by making a determined effort to have the words "Civil Defence" seen, read and heard in every living-room in Canada on September 19.

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